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REPORT OF LIVESTOCK MARKET DEVELOPMENT STUDY
IN
✓ ✓ VENEZUELA, COLOMBIA, AND COSTA RICA

JUNE 18 -- JULY 8, 1961
U. S. DEPT. OF AGRICULTURE
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BY

2a DALTON L. WILSON
LIVESTOCK AND MEAT PRODUCTS DIVISION

7/18/61

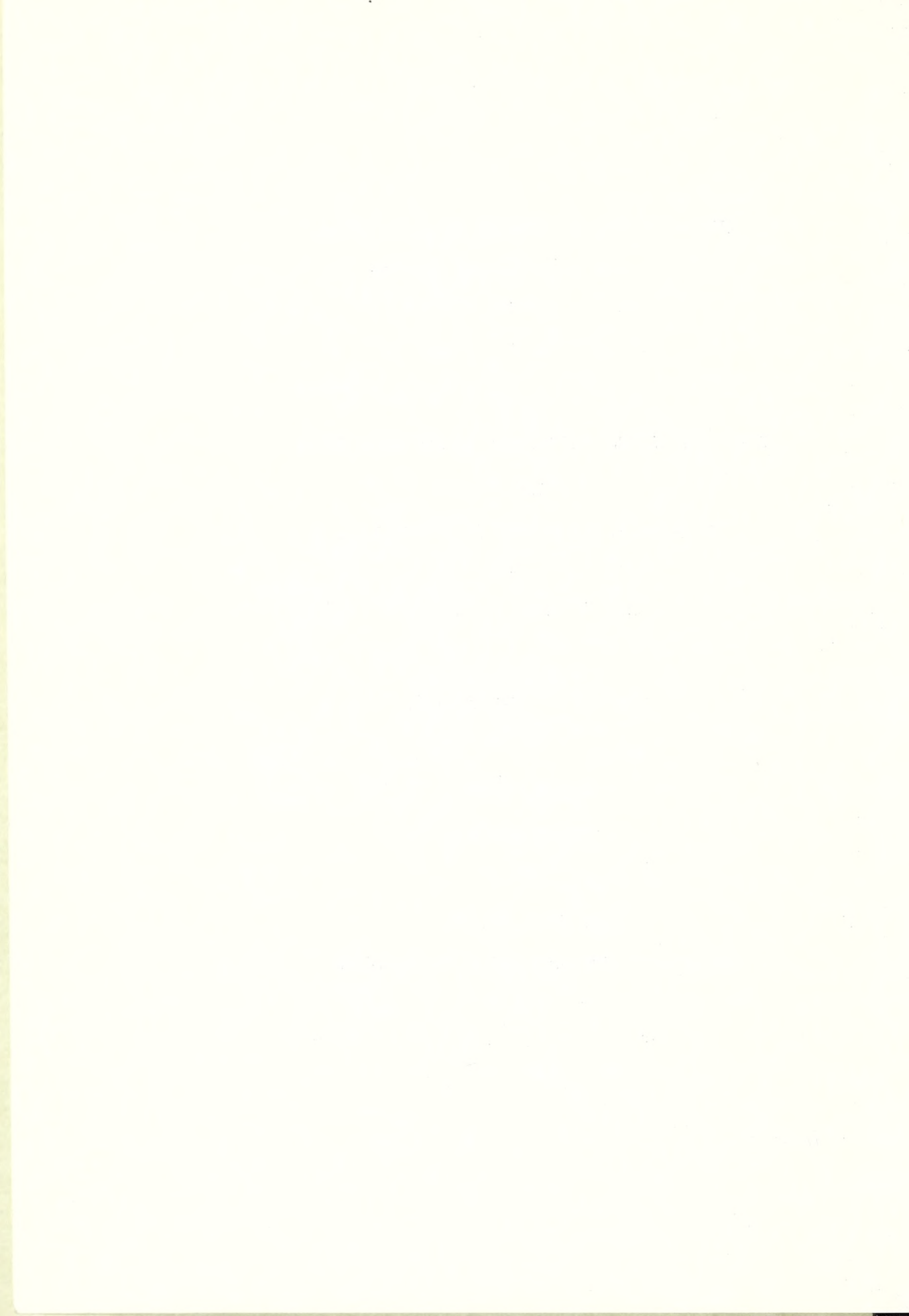


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SUMMARY

VENEZUELA -

Beef Cattle: Keen interest was shown by all concerned in the purchase of substantial number (10,000 head bulls) of U. S. Brahmans. Purchases contingent upon securing Export-Import bank loan. Dr. Osorio, President of Banco Agricola y Pecuario, is submitting application for \$8 million livestock loan to Export-Import bank at an early date.

Tallow: Las Llaves leading soap manufacturers (accounts for 60 percent total laundry soap production) has installed bulk handling equipment for tallow and is now importing by tanker as recommended by prior FAS-NRA study team. Protinal, large commercial feed manufacturer (accounts for 80 percent total commercial feed production) requested technical assistance relating to transferring tallow from drums to bulk storage facilities in plant. Solution to this problem could result in importation of 200 M.T. of U. S. tallow per month. It was suggested that Las Llaves serve as distributor of bulk tallow for Protinal.



Summary (Contd)

COLOMBIA -

Beef Cattle: Colombians stated they required from 80,000 to 100,000 herd bulls for more efficient commercial beef production. Apparently internal financing needed for commercial producers. Minister of Agriculture, President of Banco Ganadero, and President Caja Agrario are studying feasibility of internal financing. Possible, that a small Export-Import bank loan may be required. Colombian government most anxious to expand commercial beef production with idea of exporting meat and meat products.

Swine: Dr. Martinez, Director of Livestock Services, GOC, has approval of Minister of Agriculture to purchase \$200,000 worth of U. S. hogs (600 head), chicks (50,000), turkeys, geese, bees, goats, and rabbits. Livestock and Meat Products Division has been requested to provide international transportation for 3-member purchase mission and coordinate program with appropriate U. S. breed associations.

Soap Promotion Program: All concerned agree soap promotion campaign is not making desired progress. Two corrective measures appear necessary for more desirable and quicker results. It is felt that two changes (1) shift in advertising agencies, and (2) engagement of Mr. Escovar as N.R.A. representative in Colombia, will result in a successful soap promotional project.

Summary (Contd)

COSTA RICA -

Sales of U. S. breeding stock probable if the requested \$5 million DLF loan is authorized. Local problems and improvements need attention to achieve a sound footing for permanent livestock program. Current DLF loan and newly requested loan incorporate plans for capital outlay (pasture improvement, facilities, etc.) of needed improvements. If these programs are successful, a relatively good market for U. S. beef breeding cattle is forecast.

Team's visit was instrumental in greatly improving the working relationship between Cattlemen's Association in the countries visited and the American Brahman Breeders' Association. Team members gained valuable insight into the complexities of marketing U. S. breeding cattle in Venezuela and Colombia.

Industry representatives are preparing a comprehensive trip report which will include specific recommendations for desirable market development activities.

SITUATIONS REQUIRING IMMEDIATE ACTION AND ACTION TAKEN

1. Protinal - Venezuela commercial feed manufacturer needs technical assistance relating to bulk handling of tallow. Also should have explanation of price relationships between U. S. tallow and vegetable oils. Solution of technical problem of handling would be expected to open a 5 million pound U. S. tallow market in Venezuela for livestock feed purposes.

John Haugh, 1st Vice President of National Renderers Association, has been advised of this situation and will visit Venezuela in near future to discuss possible solutions.

2. Venezuelan officials requested assistance from the American Brahman Breeders' Association in obtaining \$8 million Export-Import bank loan for livestock.

Mr. Ben Carpenter, President A.B.B.A., requested that he be notified when the application is submitted. He assured Venezuelans that U. S. Association would render all assistance possible to insure that application received favorable consideration.

3. Arrange for 3-member livestock purchase mission to visit U. S. and buy \$200,000 worth of livestock, mostly swine.

Project has been initiated.

4. Shift advertising agencies for Colombian Soap Promotion Program and engage Escovar as National Renderers' Association's representative in Colombia.

Necessary corrective measures have been discussed with representative of National Renderers Association and corrective actions have been initiated.

5. Provide beef cattle judge for Bogota and Medellin, Colombia.

Actions have been completed for judges as requested.

6. Provide judge for Livestock Exposition in Buga, Colombia.

Arrangements have been completed and judge departs July 18.

7. Provide Santa Gertrudis Judge for Bogota.

Judge has been engaged and administrative details for project have been initiated.

8. Provide judge for Livestock Exposition to be held in Liberia, Costa Rica - August 12-15.

Concerted effort being made to engage judge.

9. Obtain trophy for Liberia show since this is first attempt to establish an annual Central American cattle show.

A.B.B.A. was contacted and has transmitted a large silver bull trophy to Costa Rica.

U. S. BEEF-BREEDING CATTLE EXPORTS

U. S. exports of beef breeding cattle have declined sharply during the past 4 years. Exports in 1960 were down nearly 60 percent from 1957. Exports of Brahman cattle have followed the same general pattern as all beef cattle, declining 46 percent between 1958 and 1960. Since 1958, Brahman has been the leading beef breed exported, and during this period constituted from 45 to 59 percent of U. S. total beef breeding cattle exports (see Table 1). The ABBA transfer records indicate that export markets account for approximately 50 percent of all registered Brahman cattle sales. The decline in foreign sales of Brahman breeding cattle was further aggravated by a 31 percent decline in domestic sales in 1960.

The U. S. Brahman cattle industry is in a serious and critical condition. The ABBA recognizes that there are areas, particularly in Latin America, where excellent potential markets for U. S. Brahman breeding cattle exist. In view of the conditions stated above, the American Brahman Breeders Association requested that the Department of Agriculture enter into a cooperative program with the ABBA to conduct several market studies of certain areas of the world which are now important markets or in countries where potential markets for American Brahman cattle exist. The Department was requested to take the initiative and participate with the Association in sending a market study team consisting of both ABBA designated personnel and Government personnel to several countries at an early date.

Table 1.--BRAHMAN BEEF BREEDING CATTLE: Total U.S., Venezuela, and Colombia, annual 1957-60

Year	Total U.S. exports	Total Brahman exports	Percentage of Brahman to total	Total to Venezuela	Brahman to Venezuela	Percentage of Brahman to Venezuela	Total to Colombia	Brahmans to Colombia	Percentage of Brahmans to Colombia
1957..	30,865	7,481	24.2	2,720	1,825	67.1	9	9	100
1958	18,403	10,843	58.9	7,453	7,299	97.9	--	--	---
1959	16,201	8,371	51.7	6,616	6,535	98.8	--	--	---
1960	12,919	5,806	44.9	4,136	4,015	97.1	157	72	45.9

As requested, a project was formulated, initiated, and signed on May 22, 1961. Four market study team trips were planned for the market study portion of this project. Since Venezuela and Colombia were the most important export markets for Brahman cattle in recent years, the first phase of the over-all study was confined to these two countries.

Between June 18 and July 4, 1961, the writer accompanied a 4-member Brahman study team to Venezuela and Colombia. The industry representatives were Ben H. Carpenter, President; Harry P. Gayden, Executive Secretary; Cecil Boyt, Treasurer; and G. T. Stack, Director of the American Brahman Breeders' Association. The writer stopped in San Jose, Costa Rica, for 3 days prior to returning to the United States.

The specific purpose of the team's visit was to determine the feasibility of developing a long-range and extensive program directed toward assisting U. S. Brahman breeders with their marketing problems in Venezuela and Colombia. The team held discussions with bankers, cattlemen organizations, governmental officials, individual breeders and others in an effort to determine the best solution to marketing problems which now exist or may arise in the future. Methods of financing the purchase of U. S. Brahman cattle were given top priority. Prior to the team's departure, they discussed livestock financing with officials of the Export-Import Bank in Washington, D. C.

Venezuela - Cattle:

In Venezuela, the team spent about two days in Caracas and the remaining time was spent visiting ranchers and discussing livestock operations with cattlemen in Valencia, Tinaquillo, Moron, San Felipe, Barquisimeto, and Carora. The team also spent one day and night at the Livestock Exposition in Carora attending the Brahman judging and sale. The group then drove from Carora to Cucuta along the Pan American Highway. Actually, the team went by car from Caracas, Venezuela, to Cucuta, Colombia, a distance of several hundred miles, visiting ranch operations en route (see attachment "A" for complete schedule).

Arrangements had been made for the team to fly into the llanos and visit several commercial ranches on Sunday, June 24. However, we were informed that the weather was unfavorable for flying and it was strongly recommended that this trip be cancelled. The cancellation was very disappointing to the team, since we were informed that nearly 80 percent of the commercial beef was produced in this area.

The cattle industry of Venezuela is on the threshold of rapid expansion. The human population is increasing very rapidly, and demand for meat has been enhanced by greatly increased consumer income. Cattle numbers and production have increased sharply and there is a great potential for further growth.

Table 2.--Livestock numbers on farms in Venezuela:

	<u>All cattle</u> (1,000 head)	<u>Dairy cattle</u> (1,000 head)	<u>Hogs</u> (1,000 head)
1959	8,600	750	2,900
1960	9,200	800	3,050
1961	9,800	840	3,200

The cattle industry faces many obstacles. Production of beef per cow is unusually low by U. S. standards. This is partially due to the low calf crop and poor weight gain on growing animals. Characteristically, Venezuela has a dry and wet season each year. During the dry season, cattle often lose weight and suffer very high death losses as they receive little supplementary feed. It is believed that many of the native cattle are naturally poor breeders and this trait can be improved by up-breeding from imported improved cattle. We were informed that, in many instances, the calving percentage in some areas of Venezuela averaged between 18 and 20 percent. Unless one could obtain at least a 70 percent calf crop on commercial operations in the United States, such operations are generally unprofitable. Certainly, in a purebred operation in the United States, a calf percentage of between 90 and 100 percent is quite common.

Animal diseases are prevalent in Venezuela with Aftosa or foot-and-mouth disease being one of the most serious. Vaccination for this disease has become quite common. The fever tick is a serious problem and is still not under control. A more serious pest is the *Dermatobia hominis*--a fly that spends part of its life cycle in the body of a mosquito and part under the skin of cattle. Because of this peculiarity in the life cycle, this fly has been extremely difficult to eradicate or control. The shortage of roads and other transportation facilities makes it difficult to move cattle from the main producing areas in the Llanos to the principal consuming markets of Caracas and Maracaibo. The lack of nearby markets has discouraged cattle production in many areas.

Currently, Venezuela is negotiating the purchase of \$20,000 slaughter steers from Mexico. The Colombian Cattlemen's Confederation has also been negotiating with Venezuela for the sale of slaughter cattle.

It is expected that 10,000 Colombian cattle will be imported by Venezuela in 1961. In recent years, there has been a fairly large movement of native Colombian cattle into Venezuela.

Cattlemen in Venezuela are extremely interested in purchasing purebred bulls from the United States if some type of financing can be arranged. Dr. Aljandro Osorio, President Banco Agricola y Pecuario, stated that by early July he would submit an application for an \$8 million cattle loan to the Export-Import Bank of Washington. The loan would be for a $2\frac{1}{2}$ year period and be used to purchase 10,000 purebred Brahman bulls in the United States. He also stated that two major internal problems exist which need to be solved prior to submitting the loan application. The current cattle loan program in Venezuela is established on the basis of a 4-percent interest, 16-year repayment plan. This program needs to be revised by reducing the repayment period from 16 years to 5 years and increasing the interest rate from 4 percent to $5\frac{3}{4}$ percent per annum. The $5\frac{3}{4}$ percent interest rate and a 5-year repayment plan is the type of loan the Export-Import Bank would consider favorably for the purchase of livestock. Dr. Osorio stated that he would provide Mr. Carpenter with a copy of the application. Mr. Carpenter indicated the Association would render all possible assistance to see that the application was given favorable consideration.

Dr. Osorio also stated that the Bank was negotiating a loan with the Inter-American Development Bank and that all of these funds, if authorized, would be used to purchase 10,000 bulls from Brazil. At present, Brazil is conducting an active promotional campaign for their type of Brahman cattle in Venezuela and apparently their activities may result in large exportations.

The team observed some conflict of interest between the Ministry of Agriculture, the National Cattlemen's Association, and the Brahman Association of Venezuela with respect to how a purchase program should be conducted. In the event that funds are made available for cattle purchases, the individual ranchers expressed a strong desire to come to the United States and select their own cattle. Certain representatives of the Ministry of Agriculture made it quite clear that such purchases would be made by the Government and not by individual breeders. It seems quite apparent that any significant increase in U.S. breeding cattle exports to Venezuela is contingent upon some type of financing and a government purchase program.

General Observations - Venezuela:

While the team observed a number of good individual animals in different herds (many of them imported from outstanding herds in the U.S.) in general the cattle were in poor condition. In part, this was a reflection of the serious dry season in Venezuela, but also reflected poor management practices. It appeared to the team that entirely too much emphasis was being given to preparing a few outstanding animals for shows and considerably less attention was being given to the other animals in the herd.

Certainly a rainy and dry season with a duration of 6-months each creates numerous problems. But little progress (with some exceptions) has been made to provide supplementary feeding during the dry season.

In many instances, selections for brood herds were being made on the basis of length of ears, color of eyes, dewlaps, size and shape of hump, etc. The team felt very strongly that the primary criterion for selection should be commercial meat production rather than other traits. The real opportunity for improving commercial production in Venezuela is to place good herd bulls on the native cattle. The purebred breeders in Venezuela, of course, are interested in purchasing some high quality bulls from the United States and selling domestic-produced bulls to the commercial operators. The team felt that they were deliberately guided away from the Llanos (where 80 percent of the commercial beef is produced) since local purebred operators wanted to supply that market. Actually, whether it was the weather factor, as described earlier, or a deliberate plan is difficult to determine.

TALLOW:

Venezuela -

The writer was pleased to learn from A. T. Phelps, President, Las Llaves Soap Company, that his company just recently switched from drum to bulk shipments of tallow. In the fall of 1959, when John Haugh, 1st Vice President of the National Renderers Association, and the writer visited Mr. Phelps, we suggested that he consider the apparent savings by shifting from drum to bulk handling of tallow. Mr. Phelps stated that he had installed bulk storage tanks for all of his oils, including tallow, and that such a procedure

had resulted in substantial financial savings and eliminated the problem of disposing of the used drums. Mr. Phelps' company accounts for a substantial proportion of total laundry soap production in Venezuela (probably 60 percent). Protinal, the largest commercial feed company in Venezuela (accounts for 80 percent total commercial feed production) encountered a problem relating to removing the tallow from the drums. At present, Protinal is using vegetable oil and locally-produced tallow in their poultry feed. Although bulk storage facilities are available in their plant, they feel that their volume is too small to make bulk shipments feasible. It was suggested to Mr. J. Berkowich of Protinal that he discuss this technical problem with Bill Cox, Plant Manager of Las Llaves.

The possibility of Las Llaves providing Protinal with bulk tallow from their storage tanks located in nearby Port Cabello was also discussed with Mr. Phelps. Since Las Llaves supplies Protinal with animal and vegetable proteins Mr. Phelps stated they might work out arrangements of this type. The Manager of Protinal stated that they could use approximately 200 metric tons of imported tallow per month if solutions could be found to the technical problems enumerated above. This information has been transmitted to Mr. John Haugh, 1st Vice President of National Renderers Association, who is scheduled to visit Venezuela in September or October 1961. Mr. Haugh stated that he would follow up on these market opportunities for tallow while in Venezuela.

COLOMBIA - Beef Cattle:

In 1954 and 1955, Colombia was an important market for U.S. breeding cattle when exports to that country made up 36 and 22 percent, respectively,

of total shipments to Latin America. In 1957, Colombia banned the importation of all livestock. In 1959, Colombia lifted its ban on imports of breeding livestock and reduced import duties from 20 percent to zero on pedigreed bulls, and from 50 to 20 percent on females. In June 1960, prior deposit requirements on breeding cattle were reduced from 130 to 20 percent, and in December, were further reduced from 20 to 5 percent. These several decrees issued during 1959 and 1960 have made it easier for Colombian cattlemen to import superior breeding livestock.

There are a number of recent developments in Colombia which are important to the growth of the livestock and meat industries. Colombia has a large amount of land which can be developed into very productive pastures. The large undeveloped resources indicate that cattle numbers and output will increase rapidly. (See Table 3). Rising standards of living have increased the demand for beef in Colombia and government planners are looking forward to the time when there will be a supply of beef for export.

Table 3.--Colombia: Livestock Numbers, Annual 1958-1960

<u>Year</u>	<u>Breeding Cows</u>	<u>Milk Cows</u>	<u>Other Cattle</u>	<u>Total Cattle</u>	::	<u>Sheep</u>	<u>Hogs</u>
		(1,000	head)		::	(1,000	head)
					::		
1958	9,646	3,122	2,072	14,840	::	1,081	1,800
1959	9,815	3,171	2,114	15,100	::	1,190	1,870
1960	10,010	3,234	2,156	15,400	::	1,305	1,950
1961	NA	NA	NA	15,600	::	1,400	2,000

The Colombians organized and successfully carried out a program for the exchange of coffee for breeding cattle from the United Kingdom in 1959-60. Coffee is the largest export item from Colombia and its ability to buy from abroad depends largely on its earnings from coffee exports.

Colombia has not applied for U.S. approval of its inspection system and there is little possibility for beef imports from that source in the near future. Any shipments to the U.S. would be limited to canned and other fully-cured items because foot-and-mouth disease is prevalent in the country.

While in Colombia, the team spent about 3 days in Bogota and the remainder of the time was spent visiting cattle operations in Mariquita, Armero, Medellin, (slaughter plant and stockyards), Monteria, and Sincelejo area. Dr. Otto Morales Benitez, Minister of Agriculture, created a committee consisting of leading industry and governmental officials to work with and coordinate the market study of the U.S. team. (For detailed schedule followed by team in Colombia, see Appendix "B").

The Colombian Committee stated that Colombia needed from 80,000 to 100,000 bulls for their brood herds. They stated that the purebred herds in Colombia were producing about 4,500 herd bulls per year and about 500 top-quality bulls. The Colombian Committee indicated that even if an Export-Import bank loan was made they would only purchase about 50 bulls from the United States. It was pointed out by the study team that such a small loan probably could be best handled by internal credit rather than by an Export-Import loan. Discussions with the cattlemen's associations

in Monteria and Sincelejo indicated that they were interested in purchasing from 300-500 U. S. quality bulls. The team was unable to obtain an answer as to where they expected to purchase the other 75,000 to 95,000 bulls needed.

Dr. Augusto Espinosa Valderrama, President of the Caja de Credito Agrario and also President of the Colombian Brahman Breeders' Association, stated that he would discuss credit needs with the various cattle associations in Colombia and determine if such financing could be accomplished internally. The Minister of Agriculture also stated that he would establish a Committee to determine the needs of the livestock industry, including the type of financing.

The Colombian Government feels that Colombia needs to diversify their exports rather than rely on the one commodity of coffee for foreign earnings. The decline in coffee prices in recent years has been the major factor contributing to this change in attitude. It is thought that increased commercial cattle production offers the best opportunity for exportable items such as meat and meat products. They appear more interested in obtaining a loan for improving their pastures, fences, and other facilities than a loan for cattle purchases. They are also interested in building a slaughter plant.

SWINE:

Dr. Hernando Lora Martinez, Director, Livestock Services, Ministry of Agriculture, stated that the Minister had recently signed an agreement permitting him to come to the United States and purchase approximately \$200,000 worth of livestock, mostly hogs. Dr. Martinez and one or two

other swine specialists want to visit the U. S. in August to make their purchases. He has submitted to Henry Hopp a complete list of the animals he wants to purchase. Upon receipt of this information, the Livestock Division will prepare a livestock Purchase Mission Project and make all the necessary arrangements with the appropriate U.S. breed associations to assure a successful mission.

COLOMBIA - Soap Promotional Program:

Messrs. Antonio Escovar and Manuel Antonio Posada, President and Executive Secretary, respectively, Colombian Soap Association, and Lee Preschel, representative of J. Walter Thompson & Company, informed the writer that the soap promotion campaign was not making the desired progress.

Messrs. Escovar and Posada expressed dissatisfaction with the services of Publicidad Toro (Agency currently coordinating program). It was their feeling that the agency has been ineffective not only in their creative work where the National Renderers' representative had to provide constant guidance and do actual creative work, but also in the amount of time that the agency took in preparing and presenting material for approval.

The posters and booklet for school teachers on education and hygiene have not yet been produced. Both officers of the Asociacion Nacional de Jaboneros and the National Renderers Association representative feel that there is no excuse for such delay.

In addition, Mr. Posada expressed the fact that the agency had not been doing much work in the area of publicity and public relations, for which they have a monthly authorized budget.

In general, the feeling of all concerned was that the campaign could and should be much more effective and that a great deal of impact has been lost because the agency has been extremely slow in preparing and producing advertising material.

Messrs. Escovar and Posada feel that the account should be shifted from Publicidad Toro to JWT-Atlas. Currently, Preschel, as the J. Walter Thompson representative in Colombia, acts as the National Renderers Association representative in Colombia.

Mr. Escovar recently resigned from the management of the soap firm Jabonerias Unidas due to transfer of ownership and will resign as the President of the National Soap Association. It is the earnest conviction of the Livestock and Meat Products Division, representatives of the N.R.A. and Henry Hopp that the loss of Mr. Escovar would seriously impair the soap promotion campaign. The N.R.A. has requested the approval of FAS to engage the services of Mr. Escovar to assist in conducting the soap promotional project in Colombia.

It is felt that these two changes: (1) Shift in advertising agencies; and (2) engagement of Mr. Escovar as NRA representative in Colombia, will result in improvement in the soap promotional project. These desirable changes have been discussed with Mr. John Haugh, 1st Vice President of the National Renderers Association and Mr. Haugh has notified Mr. Preschel, and NRA Representatives to implement corrective actions immediately.

COSTA RICA:

During the stop in Costa Rica, the writer held discussions with Bill Rodman, Agricultural Attache, and several others associated with the livestock industry (see Attachment "C"). It was the consensus that at

present the number of beef cattle in Costa Rica is in excess of the current carrying capacity of the pastures.

While pastures are more than adequate for the six months' rainy season, they are inadequate during the 6 months' dry season. During the dry season the pastures are grazed bare and the cattle then move into the mountains where they eat forage from the trees, etc. It appears that the basic problem associated with an expanded and efficient cattle industry in Costa Rica is to increase the carrying capacity of existing pastures, develop new pasture land, and make provisions for dry season feeding. It is apparent that such a program must precede any mass importation of breeding cattle from the United States.

Costa Rica is attempting to initiate a program as indicated above by obtaining ample credit for this program from the Development Loan Fund.

The Development Loan fund recently authorized \$5 million credit to Costa Rica for agricultural development. Some of these funds are to be used for pasture improvement and for the purchase of some breeding cattle. It is expected that small cattle producers may use a part of this credit to purchase some female breeding cattle internally. It was reported that many female animals which could improve small herds are now being slaughtered. There is a possibility that some of these funds will be utilized for the purchase of purebred bulls from the U.S., but such importations are expected to be relatively small.

On June 25, the Banco Nacional de Costa Rica submitted to the Development Loan Fund an application for \$5 million credit to undertake a pasture

and livestock development program. The American Embassy in Costa Rica recommended that the loan be expedited and given favorable consideration. This loan, if approved, would be used primarily for the improvement of pastures (including forage, water, and other facilities) and the purchase of high quality breeding stock. The proportion of the loan to be used to purchase cattle from the United States has not been determined.

A livestock show will be held in Liberia, Costa Rica, on August 12-15 and is the first attempt to establish an annual Central American cattle show. A U.S. Brahman Judge has been requested and the Livestock and Meat Products Division is making a concerted effort to obtain the requested qualified judge. Bill Rodman also felt that it was a "must" for the ABBA to donate a large trophy for the show. Argentina is donating a trophy and it was felt that the United States should also make one available. The request was transmitted to the ABBA and a large silver bull trophy has been sent to Costa Rica.

The increasing obstacles and pressures to force closure and sale of the U.S. slaughter plant "Empacadora" is of concern to all interests. (See Costa Rica Official Use Only AGR #1, July 3, 1961).

APPENDIX "A"

SCHEDULE OF U.S. BRAHMAN TEAM IN VENEZUELA
June 18 - June 26, 1961

Sunday, June 18

- 1:00 P.M. Arrived at Maiquetia, PAA 433. Met by Attache and representatives of the Asociacion de Criadores de Cebu of Venezuela (Association).
Dr. Pedro Arturo Omana, Pres.
- 2:30 P.M. Arrived at Hotel Tamanaco
- 5:00 P.M. Meeting at hotel with President and Director of the Association.

Monday, June 19

- 9:00 A.M. Leave hotel for headquarters of the Consejo de Bienestar Rural (CBR).
- 9:30 A.M. Discussions at headquarters CBR.
to
12:00 Dr. Edgardo Mondolfi
- 12:30 P.M. Lunch with Dr. Vicente Lecuna.
3:00 P.M. Leave Lecuna's for Ministry of Agriculture.
- 3:30 P.M. Meeting at Ministry of Agriculture, office of Livestock Director.
Participants:

Dr. David Itriago, Director of Livestock
Dr. Edgardo Mondolfi, Director
- 7:00 P.M. Reception at Day's residence - Prolongacion Av. Merida 12A, El Pedregal.

Tuesday, June 20:

- 8:30 A.M. Leave hotel.
- 9:00 A.M. Meeting at headquarters of Association.
to
11:00 A.M.
- 11:30 A.M. Meeting at headquarters, Asociacion Nacional de Ganaderos:

Dr. Carlos Eduardo Galavis, President

Appendix "A" (Cont'd)

Tuesday, June 20 (cont'd):

1:00 P.M. Lunch given by FAS - ABBA

4:30 P.M. Leave for Banco Agricola y Pecuario (BAP).

5:00 P.M. Meeting, BAP

 to Dr. Alejandro Osorio, President

6:45 P.M. Also in attendance: Dr. Carlos Eduardo Galavis

7:30 P.M. Reception at Dr. Omana's.

Wednesday, June 21:

5:30 A.M. Breakfast at hotel.

10:00 A.M. Leave for Valencia

11:30 A.M. Arrive Protinal, Valencia;

 Oscar W. Romer, Pres.

 Asociacion Regional de Ganaderos de Carabobo;

 Dr. Ramon Branger, President

1:00 P.M. Luncheon with same group.

3:00 P.M. Leave for two cattle ranches:

 a. Agropecuario Fundo "Las Lomas", Ramon Branger

 b. Fundo Guataparo (The Lancashire General

 Investment Co., Ltd.) T. S. Abecasis, Mgr.

6:30 P.M. Leave fundos.

7:30 P.M. Reception - Asociacion Regional de Ganaderos de

 Carabobo.

9:00 P.M. To hotel.

Appendix "A" (Cont'd)

Thursday, June 22:

7:30 A.M. Lv. Valencia for Boca del Rio

9:00 A.M. Fundo Boca del Rio

 Dr. Duque Herrera, Prop.

11:00 A.M. Fundo Cano de Agua, Tinaquillo
 Dr. Miguel G. Castro, Prop.

 Luncheon "Cabana"

3:30 P.M. Fundo Alto de Uslar
 Jorge Herrera Uslar, Prop.

Friday, June 23:

6:30 A.M. Breakfast

7:30 A.M. Leave for Fundo Urama, Moron, Yeracuy.

9:00 A.M. Arr. Fundo Urama and Fundo Copra
 Dr. Carlos Eduardo Galavis, Prop.

11:30 A.M. Lv. for Fundo La Marqueseta
 Sr. Enrique Urdaneta, Prop.

12:30 P.M. Lunch at La Marqueseta (Dr. Lecuna)

2:00 P.M. Visit fundos:

 to El Comunivare
 Dr. Duque Herrera, Prop.

 La Marroquina -

4:30 P.M. Agropecueria Central, Cia.

4:40 P.M. Lv. for Barquisimeto

8:30 P.M. Arr. at Hotel Lara, Barquisimeto.

Saturday, June 24:

6:00 A.M. Breakfast

7:00 A.M. Lv. Hotel Lara for Carora

Appendix "A" (Cont'd)

Saturday, June 24, (Cont'd):

8:30 A.M. Arr. Carora and Offices of Asociacion Regional
de Ganaderos de Occidente:
Dr. Bernardo Herrera, Pres.
Ask for Alejandro Riera (arrangements)

9:00 A.M.
to

12:00 Noon Judging of beef cattle, Exposition Grounds

12:30 P.M. Lunch "Comida Criolla" given by regional Association.

3:00 P.M. Return to Exposition.

7:00 P.M. Cattle auction

Sunday, June 25:

9:00 A.M. Drove from Carora to Aguas Calientes along the
Pan American highway.

APPENDIX "B"

ADVISORY MISSION ON COLOMBIAN BRAHMAN

IMPORT POLICY

U. S. MISSION

Ben H. Carpenter, President, American Brahman Breeders Association
Harry P. Gayden, Executive Secretary " " "
Cecil Boyt, Treasurer " " "
G. T. Stack, Director " " "
Dalton L. Wilson, Chief, Foreign Marketing Branch,
Livestock and Meat Products Division,
Foreign Agricultural Service
United States Department of Agriculture

COLOMBIAN COMMITTEE

Director, Livestock Services
Ministry of Agriculture (Hernando Lora Martinez)
Secretary General, Colombian Cattlemen's Confederation
(Nicolas Mora Davila)
President, Colombian Brahman Breeders Association
(Augusto Espinosa Valderrama)
Vice President, Colombian Brahman Breeders Association
(Aurelio Caicedo)
Chief, Planning, Coordination and Evaluation
Ministry of Agriculture (Jaime Jaramillo Gomez)
President: SETEGA (Ramiro Ortiz Otero)
Honorary President Colombian Brahman Breeders Association
(Oliverio Lara Borrero)

P R O G R A M

Tuesday, June 27, 1961

10:30 A.M. Arrival at El Dorado
5:00 P.M. Meeting with the Board of Directors of the Colombian
Brahman Breeders Association (Asociacion Colombiana
de Criadores de Ganado Cebu)

Wednesday, June 28

9:00 A.M. Meeting with the Colombian committee in the offices
of the Colombian Cattlemen's Confederation (Banco
Ganadero Room 602)

Appendix "B" (Cont'd)

Wednesday, June 28 (Cont'd)

- 3:00 P.M. Meeting of the committees
Visit with the manager of the Banco Ganadero,
Dr. Arturo Bonnet
- 8:00 P.M. Dinner tendered by the Colombian Brahman Breeders
Association in honor of the Mission (Gun Club)

Thursday, June 29

Flew to Mariquita and Armero - Visited the three
following ranches:

1. Guellermo Cardernas
2. Enrique Ortiz
3. Julio

Mission attended reception and dinner, and saw
movie "Colombia" made by the Agricultural Attache,
home of Huron Smith, Point IV Extension Advisor.

Friday, June 30

- 10:00 A.M. Visit with the Minister of Agriculture, Dr. Otto
Morales Benitez
- 3:00 P.M. Point IV
- 5:00 P.M. U.S. Ambassador - Mr. Freeman
- 8:00 P.M. Reception at the residence of Agricultural Attache
Henry Hopp - Calle 69A No. 10-22

Saturday, July 1

Leave for Medellin, Monteria and Sincelejo Area

Sunday, July 2

Visited ranches in Cordoba and Bolivar

Monday, July 3

Return to Bogota

- 3:00 P.M. Visit with the manager of the Agricultural Credit Bank
(Caja de Credito Agrario), Dr. Augusto Espinosa
Valderrama

Tuesday, July 4

Reception - Senator Ferrer
Departure of Mission

Translation

Resolution No. 0766
(June 22, 1961)

That creates a committee for
the study of certain cattle matters

The Minister of Agriculture
Using his legal faculties, and

CONSIDERING:

That between June 27 and July 7 of this year a mission of the Government of the United States will visit the country to study the desirability and financial means for importing breeding cattle that would benefit the domestic livestock industry,

RESOLVES:

Article 1. A committee is created to be in charge of the program of activities that the United States Government mission will carry out on the desirability of and financing possibilities for importing selected cattle that may benefit the domestic cattle industry.

Article 2. The committee referred to in the previous article will consist of:

The Chief of the Livestock Division of

the Ministry

The Executive Secretary of the
Cattlemens Confederation

The President of the Brahman Breeders
Association

The Chief of the Office of Planning, Coordination and
Evaluation of the
Ministry

The Veterinarian Dr. Ramiro
Ortiz Otero

Mr. Oliverio Lara Borrero

To be communicated and executed
Given in Bogota, D. E. June 22, 1961

Otto Morales Benitez
Minister of Agriculture

Joaquin Vanin Tello
Secretary General

APPENDIX "C"

LIST OF CONTACTS - COSTA RICA

William L. Rodman
Agricultural Attache

Russell G. Allyson
Chief of Food in Agriculture

Carl Koone
Deputy Food and Agriculture Officer

Romano Orlich
Chief Zootechnic Department
Ministry of Agriculture & Livestock

J. Keith Conner, Manager
Meat Packing Plant of Costa Rica

Maxwell Cone
Large Commercial Cattle Rancher

